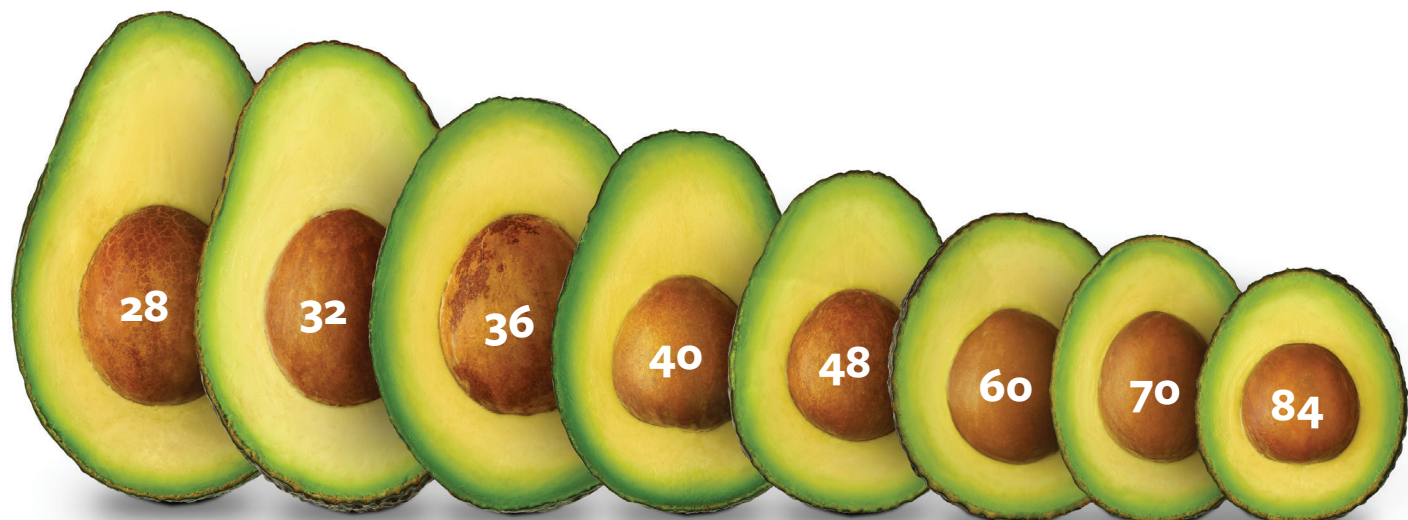


## ONE SIZE DOES NOT FIT ALL

Size is determined by the number of avocados that fit in a standard carton, called a “lug,” which weighs approximately 25 pounds when full. For example, a size 40 avocado refers to the fact that 40 avocados fit into a standard size lug. Therefore, the larger the size number, the smaller the avocado. Conversely, the smaller the number, the larger the avocado.



### DID YOU KNOW?

Every 25lb lug yields roughly the same volume of pulp.  
So, you can make the same amount of guacamole  
with a box of 70s as a box of 48s!